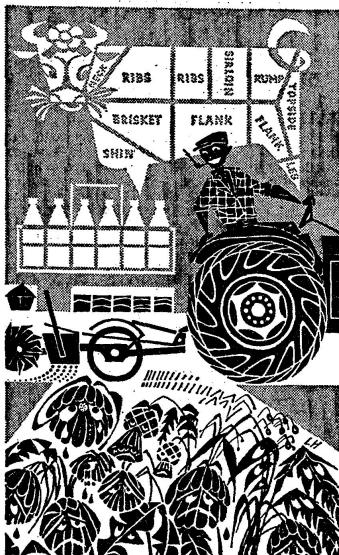


## RESEARCH THE SPRINGBOARD OF PROGRESS



### NEW PASTURES FOR OLD

Thousands of acres of British farmland grow nothing but coarse grasses and weeds that provide little or no nourishment for cattle or sheep. These useless, often unploughable, pastures can now be made productive, through paraquat, the latest discovery of I.C.I.'s agricultural scientists. Paraquat, which is being marketed under the name of 'Gramoxone' W, makes it possible to reseed these pastures without ploughing them up. It destroys the old, useless sward and, because it ceases to be active the moment it touches the ground, the soil can be reseeded almost at once with rich, lush grasses. The result is new pastures that will play their full part in producing meat and milk for the nation. This latest I.C.I. discovery will have as big an effect on grassland farming as did the earlier I.C.I. discovery of 'Agroxone', the first of all selective weedkillers.

In the course of every year the work of I.C.I.'s 10,000 research and development workers has an impact, great or small, on almost every kind of human activity. The more spectacular achievements catch the popular imagination and become a part of chemical history. But no less important in aggregate are the numberless small contributions of I.C.I. research and development, which are daily paving the way to greater efficiency in other fields. Here are three examples:



### AID TO TROPICAL MEDICINE

There are ten million sufferers from leprosy in the world today, despite the fact that the search for a cure has been pursued since Biblical times. An I.C.I. discovery, 'Etisul', offers new hope in the attack on this disease. The great advantage of this drug, besides its efficacy, is simplicity of treatment, which greatly appeals to the patient: it is simply applied to the skin, and from there it is absorbed into the system. After two or three months the patient, though not yet fully cured, is non-infectious, and can mingle once more with his family.



### WALLPAPERS THAT REALLY WASH

Out of I.C.I. laboratories has recently come a new P.V.C.-coated wallpaper, 'Vymura', that sets a new standard of durability and cleanliness in wall coverings. The material has proved that it can withstand scrubbing twice weekly for 12 months, without detriment to its beautiful designs. Ink stains, beetroot and tomato juice, and cooking fats are completely removed from 'Vymura' by soap and water.

I.C.I.'s far-ranging research  
is contributing  
to progress in many fields



IMPERIAL CHEMICAL INDUSTRIES LIMITED, LONDON, S.W.1

**Ici.**

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